





CANADA'S WELFARE
CAMPAIGN


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IR: *This book comes to you as a confidential outline of Canada's Welfare Campaign.*

As an obvious, insistent need of the hour, this aid toward the solution of our vexing problems is commended to the earnest consideration of the loyal and alert leaders of Canadian thought and action.

Canada's Welfare Campaign is carefully devised and organised as a most important, co-operative undertaking for national readjustment and for the enhancement of general and individual welfare.

Appeal is made to your personal judgment as to its necessity, its timeliness, its feasibility and its effectiveness.

Respectfully submitted,

NATIONAL PUBLICITY, LIMITED
(Administrative Agents)

EMILE M. EMERY
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CANADA'S WELFARE CAMPAIGN



FOR THE FRUITS OF WAR-WON PEACE:
BY MOBILIZING, UNITING, AND ENGAGING
ALL BUSINESS AND GOVERNMENTAL
INTERESTS OF CANADA IN THE CREATION
AND CONDUCT OF AN EDUCATIONAL
PUBLICITY PROPAGANDA TO PROMOTE A
RATIONAL PUBLIC OPINION AND INSPIRE
THE RIGHT AIMS AND ACTION AMONGST
ALL CLASSES IN THE DOMINION DURING
THE RE-ADJUSTMENT
PERIOD.



Foreword


LIGHT is the world's salvation from darkness. Expose wrong and it will slink away. Radical "isms" need only the X-Rays of publicity, so that the public can see clearly through them, to nullify their power. Such publicity is not the exercise of epithets, nor of violent denunciation. The light does not call names when it enters; it simply shows things as they are, and determines their true position. Ignorance and crime may thrive in mystery and obscurity, but publicity reveals their nakedness. It makes them look grotesque, ridiculous, or truly heinous and despicable. Bad things have all their glamour dissipated when potently exposed to public eyes.

Tell the Canadian people all about the pernicious doctrines destructive of law and order, subversive of democratic liberty and individual freedom, and such will fail to obtain credence or consequential following. The common sense of the common people is infallible.

Show the public the aims of our national institutions, show the people what big business is like—*good business*—what it has done, what it is doing, what it proposes to do, for national welfare.

To supply this light, to keep it shining, is the method of Canada's Welfare Campaign.

The Test of the Times

O-DAY every form of society is called into question. Every social institution must prove its *raison d'être*. Parliaments, industries, associations, combinations, organizations, systems, unions, corporations, trusts, laws, tariffs, rules, regulations, methods and even principles, demand demonstrations of their fitness and worth to abide.

All who desire to maintain these as they exist, or any of them, must proceed persistently to "prove all things" in order to hold or retain that which is good.

Things that will not stand the test of the times must go, or be modified to suit conditions and demands.

"If the world is to be made safe for Democracy, Democracy must take care to make itself safe for the world."

Removing the Obstacles

THE chief obstacle to rational reform is an adverse state of the public mind. As the people think, so must things go in this democratic age. But how are they thinking? Whence their ideas? Ideas are inspired. Some minds are apathetic and need to be aroused; some are sensitive and easily influenced. Public opinion is either the greatest impediment, or it is the most powerful support.



Canada Under Peace Reform

FOLLOWING the Great Cataclysm comes a revolutionary break in our ordinary habits of thought and action. Our minds have been jolted from the usual groove, and we find ourselves questioning the whole order of society and government. We are, as never before, asking whether things are right, whether they should be changed, or how such changes should be brought about.

Now is the open season of reform—a period when even the most revolutionary ideas are harboured and entertained. Conservatism is banished. Liberalism is turned loose. It is one of those ever-recurring crises in the history of civilization, a sort of precipitation in the social order, after which mankind registers another milestone in the march towards human destiny.

These seasons of penetrative enquiry and ambitious unrest are not entirely to be lamented. Rather should they be welcomed as the impulse-breeding periods of needed progress to be faced with an optimistic rationalism. Granted that much is still imperfect, that even radical reforms are needed, yet these reforms must be planned and conducted by calm, level heads. The right leadership must make for orderly construction to save from chaos.

IN THOUGHTFUL MOOD, CANADA MUST TAKE STOCK

And whatever reforms are desirable and necessary can and will thus be attained by peaceable, constitutional methods. In such a country, radical, violent tactics are unnatural. There is no need for Bolshevik usurpation or proletarian domination and tyranny. Such tyranny is no improvement on any older forms yet suffered through the ages. The fire is no improvement on the frying-pan. Sanity in Canada must prevail. So shall we achieve our post-war reforms always for Canada's welfare, which is our highest individual welfare.

Let our leaders rise to the highest sense of responsibility. Let them cause us to have confidence in their purpose and their ability to conduct a campaign for the victories of peace. Then, as our loyal soldiers and workers did their bits in wartime, we shall all sustain the equally important work of re-adjustment, until Canada emerges radiant from the present crisis.

Directing Canada's Thought

PUBLIC Opinion is created. It is the effect of events, or it is the product of education. Formed by education it is more stable. Based on the right kind of public opinion rational re-adjustment is not only possible, *it is inevitable*. This needed public opinion can be created by proper educational publicity propaganda.

Modern Publicity is combined science and art. It is based on sound, positive principles of psychology. It is information, argument and appeal to reason as well as to sentiment—to the head and to the heart. By it the public can be effectively influenced to right or to wrong thought and action. "We can checkmate and divert the very laws of nature by our science, but there is no power in the world that can cut through another man's mental opposition except *persuasion*."

The Power of Propaganda is now universally recognized. Instances of it are many. The age dawns when force is taboo, when only moral and intellectual suasion will permanently prevail to carry measures, to mollify opposition, to effect reforms, to maintain governments or to establish peace. It is the only means for the preservation of whatever is good in the present form or order of society. (See page 24.)

Canadian thought and action must be alert and discreet. Present difficulties must be faced rationally by all parties interested. Reasons must be shown for holding on to things substantially as they are. Such reasons do exist. They must be stated and emphasized to the masses, who are naturally averse to change—who prefer peace—whose motto is "Laissez faire." Diplomatic propaganda will reach and guide them aright.

THE VITAL NEED TO-DAY

The mere statement of post-war conditions make manifest the urgency, timeliness, feasibility and effectiveness of the proper propaganda campaign. As a representative opinion of the possibilities and potentialities of such a campaign for achieving the victories of peace observe the expression of one of our leading editors:

"A campaign of publicity, educating the minds of the people, strengthening them in the purpose to banish war, and as far as possible the causes of war, and recalling those ideals for which democracy fought, would have made smoother the path for the progress and peace There has been no propaganda to make the peace as successful as was the war. There has been no appeal to the better sensibilities of mankind which caused men to give their lives amid misery and filth, seeing always the dawn of a better day for the world."

But the purpose of this coming educational peace propaganda must include a much wider scope than the prevention of war. It must extend to every interest, social, economic and governmental.

What will the answers be
To These
Insistent Questions?


What is to be our new social and industrial order?
How shall Canada recover from the War and get back to normal?
Will there be a "new" normal?
Shall we emerge bigger and broader?
Can we solve our vital problems?
What is to be the future of business?
How is the public to regard business?
How must business regard the public?
What will be the attitude between employees and employers?
Is unrest to prevail?
Can we reduce the duration and the cost of unrest?
Will business take its place as a mighty public force?
Will business correct its own abuses?
Will the public come to understand the place and usefulness of "big"
business?
How interpret to the public the functions and aims of our national
institutions—railways, industries, public utilities?
How can the public influence needed legislation?
How can needed legislation secure public approval and support?
Shall we manifest progressive public wisdom in our post-war
re-adjustment?

OR shall we remain a Nation of
"Economic Illiterates?"

CANADA'S WELFARE

Outline of a Constructive Peace Campaign



 **O**BE a truly effective aid in the solution of our present problems, the right publicity must be the kind that interprets to the public subjects vital to the nation as a whole; that elucidates the value of sound business; that will determine the good and strong and reveal the bad and weak in the fundamental activities of our national life.

Such publicity must take its place as a vital public force—must interpret business to the public—must tell how business serves the public—must foster the bigness of business enterprise—must inspire the sense of public service among all the people—must imbue our citizens with patriotism and civic pride—must in a word uphold and enhance, support and perfect Canada's welfare.

This is not common, commercial publicity—ordinary advertising. It is institutional, exalted advertising—the interpretation of all our social institutions of life and commerce to the public mind.

This publicity propaganda will perpetuate all that is worthy in our social and economic institutions, eliminating all that is unworthy and vicious by simple exposure of things in their true character; thus making for the survival of the fittest, which is another term for highest welfare.

This is the Publicity of Canada's Welfare Campaign.

REACHING ALL THE PEOPLE

The Campaign starts with the simple axiomatic principles, that whatever is done must reach *all* the people; that it must emanate from such source, and bear such credentials and character, as will appeal without prejudice to all classes. It must influence and inspire the public mind, constructing right and optimistic views to supplant wrong and pessimistic opinions regarding actual conditions and prospects.

With these fundamental principles clearly grasped, Canada's Welfare Campaign has been conceived and organized, in absolute confidence that it is the most effective means for allaying unrest, and for uniting the people of the Dominion in the interest of national and individual welfare.

NATIONAL IN SCOPE

Such a campaign, to be generally acceptable and effective, is made national in scope, non-partisan, non-commercial, patriotic and co-operative. All influences, emanating from narrow, local or selfish centers, are eliminated. The campaign is undertaken by all the interests of the Dominion, uniting for the dissemination of the needed and proper publicity propaganda to promote the desired highest possible welfare of the Dominion.

It crystallizes all interests—governmental, commercial, educational—as well as organized bodies and associations, uniting them as *participating factors* to make a patriotic

and successful undertaking for upholding and enhancing, supporting and perfecting the peace and prosperity of Canada. This constitutes it a truly national campaign of the highest order.

Organized and conducted thus, it can never be a class movement or association, nor a partisan propaganda, but a real national, patriotic, Dominion-wide, educational undertaking by all Canadian interests combining in mutual co-operation for Canada's welfare.

THE SUBJECT MATTER

Publicity propaganda here is an interpretation to the public of our national life—of the needs and desires of all the people.

The subject-matter of the Campaign is as extensive as the diversified interests participating, every one of which is vitally related to Canada's Welfare.

Our boundless natural resources, our present and possible industries, our production and distribution, our exports and imports, our immigration and emigration, our returned military forces, our industrial, social and moral conditions, our educational system, our cost of living problem, our finance system, our railways, our habits of economy and thrift, our national spirit and unity, our proper relation to the Empire—all these, and very much more, are involved in this Campaign treatment.

The work consists of research, interpretation and analysis of the facts—both good and bad—the one for encouragement, and the other for elimination.

It constitutes a diagnosis of business, social and governmental ills, with a faithful but deferential discovery or recommendation for their cure. This is to be done in close co-operation with all established interests, organizations and factors, jointly aiming for public welfare and stability. While occupying a distinct field of needed service, this Campaign is to assist and supplement, and not to antagonize, any sincere reconstructive movement or work.

It will provide interesting narratives of industrial enterprises, business reviews and interpretations for public enlightenment, revealing their true motives and purposes. It will promote among employees a just pride in the institutions that employ them, and a consequent intelligent loyalty in service—all a constructive work much needed at the present time.

It is thus a public service campaign comprising social surveys; business studies in workers' welfare, such as pensions, bonuses, profit-sharing, sickness, accident and old-age insurance, and the like; the promotion of unity and community of thought and interest among employers, dealers, salesmen, workers and consumers. When their interests are felt to be mutual and common, all problems will be solved without waste, loss or strife.

EDUCATIONAL RECONSTRUCTION NEEDED

Expressions for the need, fitness and feasibility of such publicity propaganda come from all quarters—from the halls of legislation, from the marts of commerce, from platform and pulpit, from the mouths of statesmen and the pens of writers—for the great importance of rightly impressing and influencing the public mind in relation to our post-war readjustment. Free from prejudice, neutral in judgment and full of light upon actual conditions, the Campaign will disperse fearsome ignorance, and establish an intelligent understanding of individual and national duty.

In shaping up the Campaign, the widest consultation and advice is sought to perfect it in every essential detail. General approval of the undertaking, with promised co-operation and support, is being received from representative leading men of all ranks, and particularly from the big men in governmental and business circles, who are abundantly able to discern its fitness and its feasibility.

THE CAMPAIGN MEDIUM

No single effort, no individual or class movement, no single book or periodical, can accomplish this essential education of the people. Their sweep, range or circulation covers only a narrow field. The entire field of the nation must be reached simultaneously and constantly—"line upon line, precept upon precept"—to move the masses and the classes toward sane thought and action.

The Campaign makes no ill-advised attempt to create a new medium of propaganda, but, in the pursuit of its object, purposes to utilize the vehicle that already exists—to build upon a foundation already created. It is proposed to adopt, during a year or more, a broad, comprehensive Campaign through the media of the leading newspapers of Canada, providing and publishing relevant, educational and inspiring subject-matter in the most readable and interesting form—consisting of news, facts, data, special articles, symposiums and editorials—showing the benefits, direct and indirect, from the war, pointing to our present prosperity, and indicating the ways and means to the largest possible progress in the future.

The *leading* daily and weekly newspapers of the Dominion will be the *chief media* of Canada's Welfare Campaign. About one hundred of such papers will participate simultaneously, devoting the two central inside, facing pages, once each week, exclusively to the Campaign subject-matter. Thus, once every week for a period of twelve consecutive months, or longer, will a total circulation of approximately two millions reach the readers in every part of the Dominion. No other media can compare with these for the needs of such an educational, national publicity programme. The audience is ready-made and nation-wide.

A WEEKLY FEATURE

The subject-matter is featured each week in relation to one of the vital interests of the Dominion. At the same time, the general needs of the situation are amply covered throughout the period of the Campaign. No display advertising is involved, however, nor private business publicity.

The Campaign matter, accompanied with the artistic illustration and embellishment needed for popular appeal, is carefully compiled under the supervision of the *Editorial Staff*, and is supplied to each and every paper in matrix form, thus to appear simultaneously in identical form each week throughout the Dominion. The unity of the Campaign purpose is thus preserved throughout.

The Campaign pages will be veritable products of intellectual, literary and artistic genius, real works of art, both in matter and form, constituting the most attractive and readable feature of the newspapers in which they appear. At the same time, the matter is served in easily assimilable form by men whose lifetime has been devoted to moulding public opinion. The best available publicity knowledge is consulted.

OTHER MEDIA USED

While newspapers are chosen as the chief vehicle of the Campaign, other media may be employed as the *Management* and *Consultative Board* determine, and as the Campaign funds will permit.

SECURING THE FUNDS

The *participating factors*, consisting of governments—Federal, Provincial, Municipal—organized bodies and associations, big business corporations and private enterprises, together with affluent, philanthropic and patriotic persons, are to provide the necessary funds to organize and carry on the Campaign according to their interest and means. Their subscriptions and contributions are duly acknowledged by a Finance Committee of recognized standing, and they are provided with stated periodical reports of the Campaign work and expenditures by reputable auditors, selected by the *participating factors* themselves.

As already indicated, this is not a commercial, profit-making undertaking, but a patriotic business method of furthering Canada's welfare. Such attainment means the welfare of all the people generally, and upon this foundation alone is based that of the participating factors.

AVAILABLE FUNDS MEASURE CAMPAIGN EFFICIENCY

The Effectiveness of the Campaign will be measured largely by the amount of funds provided to carry it on in all the selected media for the stated period. Those same patriotic Canadians, who so generously supported the various War activities for the past five years to relieve temporary emergencies, will contribute liberally to realize a Campaign with unbounded possibilities for *permanent welfare*.

Outline of Campaign Organization



THE Campaign will command and employ the most capable talent and ability, carefully supervised, to obtain the most efficient execution of the work. This does not preclude, however, the participating factors from taking an active interest by advice and suggestions, by supplying news or facts, or by granting information upon request, so that every phase of our Canadian life and business may be represented during the course of the Campaign.

THE CAMPAIGN COMMITTEE

A General Campaign Committee, from among the participating factors, will fully represent all sections and interests of Canada. These eminent men will constitute advisory exponents of the campaign in their respective localities. The personnel of this general Committee will be composed of the leaders from every class, party, race and interest, so that, organized thus, the Campaign can never be considered a class movement or association.

THE FINANCE COMMITTEE

The securing of the necessary funds for the Campaign budget, the acknowledging of subscriptions, the periodical reports of expenditures by the Administrative Agents or Board of Management, will be in the hands of the *Finance Committee*, selected by the Executive of the Campaign Committee, and acceptable to the Contributing Factors.

THE ADVISORY COUNCIL

Widely representative in personnel, composed of seemingly antagonistic interests selected from the contributing factors, the *Advisory Council* (or *Consultative Board*) will determine or pass upon any vital change in the policy of the Campaign, and exercise at all times a judicious control to aid in keeping the subject-matter well within the prescribed limitations, and free from all sectional or partisan bias and acrimonious debate. Any suggestion made to the Campaign Management must, in the first instance, have the unanimous support of the Advisory Council before receiving any consideration by either the Editorial Board or the Administrative Agent. Thus, it is felt that the essential and absolute neutrality of the editorial policy will be preserved. The participating factors individually can thus submit their suggestions on their own behalf, in the full knowledge that no particular interest can secure advantage in the Campaign injurious to others.

THE ADMINISTRATIVE AGENT

As Administrative Agent for organizing and conducting Canada's Welfare Campaign, a limited company known as "NATIONAL PUBLICITY, LIMITED," has been incorporated under the Dominion Companies' Act, and adequately financed for its work. The personnel consists of men of high standing and strict integrity, and the active officials possess ample ability and extended experience for handling the Campaign work efficiently. The

Administrative Agent carries on at all times under the authority of the Campaign Committee, in close co-operation with the Advisory Council, and is responsible for outlays and expenditures to the Finance Committee, and subject to the supervision of the Auditors appointed by the participating factors.

PATRONS

In addition to the Campaign Committee, the Advisory Council and the Administrative Agent, it is expected that the Governor-General of Canada will become *Chief Patron*, and the Lieutenant-Governors of the various provinces *Associate Patrons* of the Campaign.

It is further expected that the Presidents of all the leading Universities will accept the relation of Educational Counsellors to the Campaign.

THE EDITORIAL STAFF


There will be a *Campaign Writers' Corps*, composed of able specialists and contributors, widely selected to cover the entire field of diversified interests and subject-matter. Their contributions and monographs will all be submitted to editorial criticism and supervision in the same manner as all other subject-matter from whatever source.

The Campaign Editorial Staff is headed by a man of unquestioned ability, breadth and fitness, as *Editor-in-Chief*, with the editors of the various participating newspapers as *Consulting Editors*. The subject-matter is kept by this Staff, aided by the Advisory Council and the Administrative Agent, well up to the standard prescribed as to quality, form, character and trustworthiness, and free from partisan or acrimonious discussion. At the same time, capable writers in general are free to submit contributions, subject, of course, to the same rules and supervision which govern all the Campaign matter published.



Benefit of Participating or Contributing Factors



HE general need, fitness and feasibility of Canada's Welfare Campaign being manifest—the only kind of national propaganda likely to obtain universal credence among all classes—it is well to note its bearing and value in relation to all the participating interests and factors.

The Federal Government, and its various departments, find here a National Campaign, conducted by all Dominion-wide interests in co-operation, without regard to politics, for the promotion of the general welfare. Such welfare will inure to the direct benefit of the Government in power, promoting a better understanding and harmony among various conflicting interests and elements, and influencing those in office to wisest endeavour for peace and goodwill.

Provinces and Municipalities are provided in this Campaign with a most excellent opportunity for effective publicity propaganda in connection with their own special interests and welfare, for making themselves and their needs better known, each to the other, and uniting them in a healthy and friendly rivalry of purposes and plans for post-war re-adjustment and progress.

Associations and Organized Bodies, having special interests to safeguard and promote, can but welcome a movement to harmonize and ameliorate the whole country. It is only in proper relation to the general welfare that the permanent good of any particular group can be assured.

Industries, Public Utilities and other Commercial Institutions will find in Canada's Welfare Campaign the proper interpreter for placing before the people true views of their national importance, and for obtaining their just recognition. Nothing can equal this Campaign for allaying any jealousies or suspicions existing between apparently antagonistic interests.

Patriotic People find here a means of ministering effectively to public welfare without ostentation, and with assurance that their subscriptions will be faithfully applied to the general benefit, and that their own best and surest welfare is bound up with the National Welfare.



Making Democracy Safe for the World

FAR-SEEING prophet hit the right spot when he declared "If the world is to be made safe for democracy, *democracy must take care to make itself safe for the world.*"

And how shall democracy be made safe for the world? *By the proper education*, the full and liberal enlightenment of democracy—the people—on the facts of social and industrial conditions, showing how these conditions may be permanently improved; a consistent, constant education of the public in sensible opposition to radicalism which would destroy industrial stability. And the source of the needed educational propaganda must be Canada as a whole. It must not emanate from class interest.

Construction and not destruction, re-adjustment and not disarrangement, up-building and not tearing down, indicate the lines of work to be undertaken. Following the war, the world is almost daft for reform, and much of it is utopian, crazy-headed reform. Le Bon, the clever French philosopher, puts the matter aptly when he writes, "*Nature has recourse at times to radical measures, but never after our fashion, which explains how it is that nothing is more fatal to a people than the mania for great reforms, however excellent these reforms may appear theoretically.*"

The labour leader and the socialist, in combatting the so-called selfishness of the employer and the capitalist, must not be guilty of a corresponding self-aggrandisement. To save society from one form of selfishness by leading into another is not progress, and it will not produce peace, prosperity and the general welfare. Side-stepping is not progress.

PROMOTING INDUSTRIAL PEACE

Principal Bruce Taylor, D.D., of Queen's University, in a recent address, declared: "The question to-day between capital and labour is a question of education."

J. A. Woodward, President of the Brotherhood of Railway Trainmen (Montreal), says: "Education combined with political power is the greatest alliance in the world If we are going to get away from the terrible unrest that is going on in Europe, the thing that will bridge that gap in Canada is *education* The day will come when bullets and bomb-shells will be replaced by education, and when that day comes, justice, peace and truth will reign throughout the land."

Frank Morrison, Secretary, American Federation of Labour, says: "Americanism must be more than a shibboleth. It must mean *education* We must vitalize our declarations and our beliefs that injustice has no place on American soil."

An acknowledged leader of Finance, Frank A. Vanderlip, recently retiring from the Presidency of the National City Bank, while speaking on "America's Opportunity" at the dinner of the Economic Club in New York City, uttered these important words:

"The nation that dominates the world is going to be the nation that brings about harmonious relations between capital and labour."

"Industrial democracy must be understood and introduced. The duty of each one of us is to endeavour to bring about genuine democracy in business and industry. Capital, if it has not already done so, must vacate its throne of absolutism. Labour must be made to see for itself that it cannot with profit to itself attempt to become arbitrary, arrogant, dictatorial; that the public will not stand for autocracy or absolutism from any quarter.

"Labour is pretty clear that it has not been having its full share . . . and that is the view on the part of many of the employers of labour in England. Some of those employers have a vision of industrial peace that to me was a very great vision, a vision that such an understanding can be brought about as will enlist not only the brains of labour, not only the back of labour, but the brains of labour on the job—the brains and the sentiment and the goodwill of labour. And I believe that we can make a short cut to industrial peace just as we have made a short cut to a peace that has freed us from militarism. I believe the greatest question in the world to-day is this adjustment of difference between capital and labour.

LABOUR UNREST PREVAILS IN SPITE OF HIGHER WAGES

"There has come to be a suspicion of the efficacy of higher wages in the minds of a great many workers. They organize, they strike, they get advances, and they find they have no more comfort than they had before. The cost of living has risen in many cases more rapidly than wages, and there is a grave suspicion in the minds of a great body of workers that there is some legerdemain, something that so manipulates values that higher wages are worth no more to the man that earns them. And with that suspicion in the minds of men, there is always inflammable material."

This suspicion must be allayed. Every possible occasion for it must be removed, and when this is done the workers must be candidly shown the exact and full facts relating to wages, prices, and the cost of living.

Both capital and labour must stop leaning upon Government for everything and return to individual self-dependence. So can we build strongly and permanently on firm ground. Each party must feel its own responsibility for the welfare of the country, and realize fully that nothing is ever settled until it is settled right. Again the insistent keynote is *education*.

STEMMING THE TIDE OF RADICAL REFORM

Mr. Sherman Rogers, acting for the *New York World*, has been investigating the causes, growth, and aims of radicals. He finds two groups, the "One Big Union" group (using strikes and economic weapons) and the Political Group (using politics). He reports:

"The publicity campaign adopted by the two groups working through different agencies is quite as pretentious as that ever devised by the two leading parties of the country: there being 265 daily, weekly and monthly periodicals, some of which have a circulation of 200,000 and reaching 10 million readers."

The *Baltimore Evening News* contends that "the only way to combat 'isms' at war with Democracy is to adopt the methods of propaganda employed by the Reds."

"From the ranks of the immigrants, the cause has recruited the greater part of its following . . . Discontent and class hatred are the first part of the instruction. A gloomy and disheartening picture of the life of the toiler in America is drawn . . . Employers are pictured as monsters who grind workingmen into the dust. From having the idea that he has come to a land of opportunity, the immigrant is made to think that he has gone from bad to worse in journeying to America.

"Of Americanism the immigrant hears little or nothing. He is entirely neglected by the Government, and he comes in contact with no agency effective to cope with the radical workers Instead of becoming imbued with the spirit of loyalty to the nation that has opened its doors to him, his purpose soon becomes fixed to destroy the plan of it. He becomes a revolutionist."

"Once the propaganda of Americanism is under way, the radicals will begin to lose ground."

The *Review*, a New York weekly, expressly for propaganda to counteract "the unthinking drift towards radical innovations," declares:

"There is urgent need for serious discussion The upheaval produced by the war has been exploited in the interest of projects, however crude, to bring about a new dispensation from which it is imagined that somehow the brotherhood of man will emerge. This immature but seductive propaganda adds the words of a considerable body of intellectuals to the clamour aroused among the masses."

The publication came in answer to "the manifest need of a propaganda that shall represent the more sober thought of the nation," and will "insist upon the maintenance of those things which must be preserved, if the nation is to remain a people of self-reliant freemen."

Ignorance and misunderstanding, the causes of suspicion and strife, can be cured by *educational propaganda*. Let us not neglect until too late the educational work that alone can remove these causes. Canada's Welfare Campaign is at the disposal of our Canadian statesmen and business leaders. The people of Canada are willing, even eager to be fully informed regarding things hostile to their welfare. They are readily disposed to follow competent and sincere leadership, when that leadership is truly inspired by loyalty and patriotism. Such publicity propaganda, prepared and handled by experts, will be everywhere welcomed as necessary and efficient.

THE NEED OF INDUSTRIAL AND ECONOMIC EDUCATION

Industrial and economic education must cause the body politic to become familiar with the real workings, the real functions and benefits of business enterprise. American business men were startled recently by a student of present-day conditions declaring: "*We are a nation of economic illiterates.*" The result has been a decided impetus to economic study in the United States. Social betterment in its relation to business, searching analyses of labor economics, are made definite aims toward the future stability of business enterprise.

Doesn't the same need exist in Canada as in the States? And this *education* should begin first with the business men themselves. They should lead in their knowledge of economic conditions. And then the educational process should reach every employee, worker, salesman, dealer, clerk and consumer. House organs, pamphlets, booklets are useful, but they are local and restricted. Every business cannot have these house organs and pamphlets. *Something national in scope and influence must be undertaken.*

REACHING THE "OUT OF SCHOOL"

Schools and colleges must be encouraged to cover this subject of economic education. But these provide only for the rising generation. The rank and file of the people are out of school. They can be reached only by media that touch their daily life. *That medium is unquestionably the daily press*, and publicity methods that seize the eye and mind of

the reading public. "*Such publicity*," declares Mr. Felix Orman, in his admirable book "A Vital Need of the Times" "*proceeds through the printed word spread broadcast through the land*—publicity that interprets business to the public."

Appealing to each in the language best suited, this constitutes the rational basis for Canada's Welfare Campaign, Dominion-wide in its sweep among all classes of society.

THE POWER OF PROPAGANDA

Notable instances of the power of propaganda are to be found in the spread of *Marxian Socialism* prevalent in Central Europe, and of *Fabian Socialism* now quite dominant in the political and economic thought of Britain, and lastly, but more rapid in its sweep than any plague, the influence of Bolshevism which completely broke down the morale of the Russian soldiers, leading that country to armistices, surrender and ultimate chaos.

Germany, during forty years prior to the war, was taught and trained to a false and mischievous conception of society and government. Her promulgated "*Kultur*" propagated a nation that sincerely believed German civilization (?) worthy of being extended over the entire world, and that it was *right* to force such civilization by *might* upon all people. The war only has broken this mighty force and dispelled the national delusion. But at the same time it has revealed to the world the tremendous power of propaganda, propaganda that can be *equally as forceful* for creating and establishing a nation in *right* lines of thought and action.

Prof. Hotchkiss, head of the New York University School of Commerce, favoring the employment of publicity, declares that "propaganda does not designate anything mean or base, even if it has been sometimes turned to unworthy uses, where the public welfare was sacrificed for selfish ends. But a moment's reflection must show this could not have happened if it had not *tremendous potentialities for good*."

Canada's Welfare Campaign is an application of this potent method to the needs of these critical times, for guiding and inspiring the public mind towards the attainment of the victories of peace—national integrity and security, prosperity and progress.

PROPAGANDA—THE INSTRUMENT OF DEMOCRACY

Recognizing the importance, need and effectiveness of publicity to guard against unrest, the United States Department of Labour asks advertisers to devote space in connection with their own copy towards promoting thoughtful consideration between employers and workers, to attain peace and prosperity with as little disturbance as possible. This request is made known through the Secretary of the American Association of Advertising Agencies for recommendation to their clients.

"To ensure the future of our Dominion," said Prof. Osborne, of Manitoba University before the Canadian Club, "our system of education must be made more effective as a *national scheme of education, through a national committee altogether outside the Government*." He designated education the primary industry of the country, whose product is rightly trained and rightly thinking citizens. He cited the nationally healthy

propaganda of Japan. Better than housing and placing on the land, he deemed national education of real and loyal Canadians—one of the fields where our work is half-hearted, and our support of it too niggardly.

The *Montreal Star* recently declared:

"Without efficient public education, Democracy means mob rule . . . A primary duty of reconstruction is towards better education . . . Out of uneducated Russia, groping for democratic stability, came Bolshevism, a doctrine of some honest force, but, as a plaything of untutored masses, a work of evil, bloodshed and chaos. *Education on a broad scale arms the people against the menace of such dangerous doctrines . . . Education is the sure defence against misgovernment.* . . . The uncivilized world knew the hardships of Russia under Czarism, but they were left to grow up in ignorance of everything but their misery . . . An educated Russia would have been orderly and restrained in enjoyment of its new liberty . . . Education is Democracy's most potent instrument. Tyranny cannot exist where Education reigns. Autocracy demands ignorance to sustain its life."

The need of educational reconstruction is recognized in *England*. Three schemes are offered, one by the *Workers' Educational Association*, one by the *National Union of Teachers*, and one by the *Education Reform Council*. These are all substantially agreed as to the importance of devoting greater attention and more *scientific methods* to the *training of citizens* in the future, beginning with childhood. They are to be fitted for the service of the home, of society and of the state. They are to be trained in commerce, industries, agriculture, and housecraft, combined with a sound training in citizenship. Much emphasis is laid upon the matter of an intelligent, loyal citizenship, which can only be developed by proper and *extended educational methods and means*.

Dr. M. E. Sadler, Vice-Chancellor of the University of Leeds, speaking at the Yorkshire Ladies' Council of Education, referred to a new type or doctrine of education,

"truly representative of the needs and conditions of a democratic community . . . Under modern conditions of industry . . . the individual should be alert, full of initiative and full of sanguine hope for the future . . . The idea must prevail that the world is not to be governed by a highly organized central state, but rather by the free activities and diverse judgments of a larger number of freedom-loving communities, each within itself, not divided by deep gulfs of class."

Such education, he declared, could not be relegated exclusively to the State,

"and could not be put aside by the ordinary man and woman . . . but that it was part of the great plexus of social endeavour in which the central State, the local community, and large and varied groups of voluntary workers must co-operate together."

Dr. David Starr Jordan, Leland Stanford University, California, speaking before the Massachusetts Branch of the Women's Peace Party, declared that it was America's opportunity and duty to save Mexico from herself by introducing educational methods, and a better school system. Much of the trouble has arisen, he declared, from lack of knowledge—Americans know as little of the real conditions in Mexico as the Mexicans know of the real intentions of the United States. Nothing could be more fatal than an attempt on the part of America by force to restore order in Mexico. Education and self-determination are the only methods of salvation.

EDUCATION—A PATRIOTIC SERVICE

Hon. Dr. Cody, Minister of Education, before the Canadian Press Association, speaking on "Reconstructive Education," declared for the great importance of educational work in the reconstruction of the nation. He pointed to the greater responsibility devolving upon the public after the war, and declared that "*all that could be done . . . in the way of education, is a patriotic service of the highest character.*"

Before the Montreal Council of Women, Prof. J. A. Dale emphasized the German ideal and thoroughness of education; how patriotism and loyalty were faithfully taught from childhood to age—the wisdom and force of which education was manifest in the unity and devotion of the whole German nation towards the ends of the war. Prof. Dale indicated our problem of the returned soldiers who lack education, with the golden years of youthful study gone.

Prof. W. W. Swanson, head of the political science department of the University of Saskatchewan, studying the problem in the economics of education, in a recent article for the *Canadian Courier* says, that in the West there are people who—

"don't understand British or Canadian Institutions, don't feel the vibrations of the Anglo-Saxon temperament, and so are in great need of National Education. Do they want it? I speak from experience when I say that they do . . . they have the kind of educational interest I have never found in the East . . . The newcomers of foreign extraction and birth, now engaged in building up a new and potent democracy in the West, are keenly conscious of the fact that ideas and ideals are as essential as getting the material means of existence . . . Uncouth, raw material, put into the upbuilding of Canadian citizenship, has added enormously to its strength and virility. They are illiterate, but they are ready to learn."

THE AGE OF EDUCATION AND CO-OPERATION

The present age is a tremendous teacher. Events move by leaps. History is made in bounds. Thought is awakened, ideas are created and sweep swiftly over vast areas of the populated world. Some of these ideas and inspirations are good and elevating; some of them are disturbing and revolutionary. The human mind, world-wide, is aroused and alert to listen, to observe, and to learn. *It is a reading age—an age of education.*

It is also an age in which the economics of society are questioningly scanned. All is on trial. What is to be preserved? What must go? How can the public see things aright?

Here then is a psychologic problem. How can millions of men, instead of feeling forced to an uncongenial task, be made to regard their work with personal interest and a sense of freedom? Morale must be maintained in the civil re-establishment of our returned military. And the method to adopt is the evolutionary method of co-operation. With greed on one side and selfishness on the other, the problem is unsolvable. No panacea of socialism or any other "isms" would avail anything, unless it brought with it love of labour. It is a metaphysical miracle that must be wrought, wrought by rational appeal, where all parties in interest fully recognize that the interests are equally those of all concerned—workers, employers, government and governed, all.

What appears to be an economic trouble is simply a psychologic trouble, curable only when we determine to put conditions *just right*, and then to show the whole country that they *are so*. That is the propaganda of a proper peace campaign.

PRESIDENT E. W. BEATTY ON CO-OPERATION

E. W. Beatty, K.C., President of the Canadian Pacific Railway Company, and Chancellor of Queen's University, at a dinner given in his honour, said:

"You all, no doubt, as I do, appreciate the wish of the majority of the people in this country for a *closer and more unselfish co-operation among all the classes in the interests of the welfare of the country*. Unless I am mistaken, this tendency is going to become more pronounced. It will involve more goodwill, a greater appreciation of the rights of others, and a greater willingness to make sacrifices for the common good.

"It has all the aspects of team play, and so widespread has been the recognition of its value that scarcely a nation remains to-day whose leading minds are not giving it the greatest consideration with a view to the advancement of its own people, commercially, economically, and socially, and to enable them to have their fair share of the world's prosperity."



CANADA'S WELFARE CAMPAIGN and the Government

LEGISLATION is a result of insistent public opinion and demand. To be effective laws must be popular. Laws that lack general public support are seldom enforced, and engender contempt of authority.

Whatever legislative measures may be undertaken to cope with the problems of unrest and post-war conditions, the publicity propaganda of this campaign will be both wise and necessary. It will prepare the public mind for the introduction of any needed legislation, and for giving such enactments hearty support.

But better than this is the effect of proper publicity propaganda upon public thought and action—the creating of optimism, courage and loyalty, which will avert the necessity of oppressive or regulative legislation. It is incomparably more economical to produce this preventive state of the public mind than to enact remedial laws and enforce them.

GOVERNMENT AND BUSINESS

Business has been predatory in certain instances and has merited restriction. But now business is more sane and less selfish, and deserves corresponding treatment. Real evils are now to be distinguished from bogies in business. Restrictive and onerous legislation is not needed when business is only co-operative for greater economy, efficiency, and public service. Government must not suspect business, nor business be suspicious of government. Honest goodwill should blend these factors in working out the general welfare.

The war has demonstrated how they can achieve harmonious co-operation, and forget suspicions and antagonism. President Wilson, before the New York Economic Club, said:

"The great trouble is the suspicion of business by a great majority of the people; and business cannot live in an atmosphere of suspicion."

Ex-President Taft, finding much business legislation had been enacted without the advice of competent business men, called the National Commercial Conference, out of which has resulted the present Chamber of Commerce of the United States, representing hundreds of local commercial bodies, and truly expressive of the business sentiment of that nation.

This principle of co-operation should be complete, until full knowledge and wisdom can enable acts promotive of general welfare. Such co-operation has been achieved in Great Britain, France, and Germany. In the words of a leading financier: *"The Governments of those nations have clasped hands with business. One is to support the other in every way consistent with the public weal."*

By right and extensive education, business is to make its position, its purposes and its achievements so clear that neither government nor society can condemn it. If such a campaign as Canada's Welfare Campaign were not at hand, the necessities of the times would eventually engender a similar movement.

THE CAMPAIGN AND NATIONAL UNITY

Factions and classes, races, creeds and interests at war with the general welfare, must be educated regarding the destructive effect of mutual mistrust. To quote the words of a well known statesman:

"There should be no lack of united feeling, no lack of harmony between all the Provinces of Canada. This is our opportunity, this is the time to make clear what the truth is—that democracy is the achievement of what the Canadian people want."

On the broad, common and neutral field of Canada's Welfare Campaign, all interests can be sincerely interpreted to one another, making clear that individual or class welfare can never be satisfactory nor permanent in the absence of general welfare.



CANADA'S WELFARE CAMPAIGN

The Business Leader's Opportunity



HERE is the great opportunity for the big spirits in Canadian commerce and industry. Now is the time for the leaders and thinkers of business to show their character and ability. Never did trade face so magnificent an opportunity. As one of the leading Canadian dailies aptly declares: "Public opinion, which has never refused the call of duty while Canada was endangered, will not be insensible of the dangers of the reconstruction period. It will respond with intelligent readiness and irresistible vigor to prompt and able leadership."

Mr. Herbert C. Cox, President of the Canada Life, said:

"In the past we have been lax in giving expression to what has been accomplished by the (insurance) companies and to what they aim to do The dissemination of information upon these points through a central bureau supported by all the companies as a whole would be highly desirable and useful and altogether justifiable."

An industrial leader, President of the National Trust, remarks:

"Men engaged in finance, in commerce, in agriculture, in labour, in educational work should bring wisdom and restraint into the struggle. A sound solution will come through conviction concerning needed reforms. . . . The way to progress will not be found in distrust and angry agitation . . . but in co-operative effort *which accepts responsibility to the community as a binding obligation.*"

Sir Vincent Meredith, of the Bank of Montreal, very wisely remarks:

"Canada must share in such prosperity independently of the part we hope to take in supplying Europe's reconstruction. Meantime, *there never was a time when our country was more in need of sound economic thinking and a sane financial policy.*"

In the United States, Mr. Frank A. Vanderlip predicts a period of great prosperity. He says:

"It will prove the most genuine and widespread prosperity ever known, and *if it is well-balanced and harmonious* it will indefinitely become self-sustaining."

Hon. Featherstone Osler, President, Toronto General Trusts Corporation, says:

"We have assumed great moral and material obligations for the future, but these we shall rise to meet in the same spirit that we incurred them. We may meet the future with a confident hope, and take such part as falls to our lot in solving the questions relating to the public welfare."

BUSINESS SOLUTION OF INDUSTRIAL PROBLEMS

A spirit of contentment must be engendered in the field of labour—the most important and most difficult problem. Sullen discontent, and lack of interest, loyalty and public spirit among the workers, must be replaced by a joyous, buoyant, satisfied sense of service. Business must be humanized, socialized to such an extent that all the participants shall feel their proper relation to it, and shall be assured of their respective rewards for doing their several parts.

Mr. Otto H. Kahn says:

"No sane business man contends that everything is right as it stands; change and progress are constant. To preserve the fundamental lines of our social system, we must make it more satisfactory to the vast majority of those who toil with hand or brain. We must not deal grudgingly with labour . . . but give labour willing and liberal recognition as a partner with capital."

The just rewards of labour and the just rewards of business must be widely explained. The basic principle upon which all factors stand related in their contributions to the common welfare must be made clear. All who contribute to the well-being, the needs and comforts and satisfactions of society are justly entitled to their price, their reward, their remuneration—each according to the measure of service rendered. The laborer is worthy of his hire, his full wage, his living wage, his provision for life. The producer, the manufacturer, the inventor, the engineer, and others who minister to social and physical needs, are all entitled to full compensation for their worth to society. But this must be universally understood and acknowledged.

It is not a question of price, wage or remuneration so much as it is a question of service. But service that is rare and exceptional must always command its unusual or extra consideration.

"The fact is," says John Ruskin, "that the people never have had clearly explained to them the true functions of a merchant and manufacturer with respect to other people."

Prof. Hotchkiss, New York University School of Commerce, declares:

"The suspicion that has undeniably been directed against big business is due only partly to the way in which some . . . have misused their power. It has been equally due to lack of knowledge on the part of the public as to the benefits derived . . . It is not a self-evident fact that an enterprise carried on for the sake of private gain may also be for the good of the commonwealth? . . . The collected profits of the owners bulk large while public benefits, widely scattered, are scarcely perceptible."

If business acumen, with all its resources at command, will but approach the critical problems of the day with the right spirit of co-operation and conciliation, the tide of radical reform can be stemmed and diverted to right and reasonable betterment. It can be done by widespread information, open-hearted enlightenment, on the big, essential facts of business, enhancing at the same time the public appreciation of business enterprise. Part of the programme of Canada's Welfare Campaign is advanced to meet our great industrial problems through national and simultaneous education on industrial activities, by means of constructive, interpretative publicity.

BUSINESS STATESMANSHIP WANTED

People are distrusting politics. They believe in properly regulated economic and industrial conditions. Herein lie the future interests of democracy. Why not have public consciousness awakened and guided along sound economic lines by the leaders of our industrial life? As one authority puts it, "Never did Trade face an opportunity so magnificent." Business "can now prove itself greater than politics." It is an hour for business statesmanship. In our re-adjustment, strong leadership in all classes of society is needed to save us from the perils of class conflict. "Sentiment is apt to drift from the safe anchorages of tried constitutional provisions, and untried experiments are likely to interrupt a speedy return to normal national conditions."

However much government may do or may attempt, every business man is charged with seeing the country through the perils of our re-adjustment period. The people must not lose faith in the satisfactory outcome of these trying times. Remedial action undertaken must evoke the cordial response of all classes.



Aims and Ideals of Canada's Welfare Campaign



TO win all possible victories of peace. To bridge peaceably the great post-war crisis. To restore to normal: industrial, commercial, governmental. To understand the realities to be faced openly and bravely. To mobilize and train Canadians for a campaign of peace. To unite all classes in an aim for national welfare. To harmonize government and business for public welfare. To crystalize all in co-operative, reconstructive propaganda. To save the country from disruption and revolution. To allay industrial and economic unrest. To replace distrust and suspicion with confidence and goodwill. To conserve what is worthy in the present social order.


TO define wrong and lighten the way to right. To safeguard Canada against rabid radicalism. To offset radicalism with rational philosophy. To conciliate workers and employers for industrial peace. To promote utmost harmony between labor and capital. To impress all with the just rewards of business. To assure labor of its full reward in industry. To teach that service constitutes the basis of reward. To interpret the importance and public service of business. To inculcate public appreciation of business. To inspire business statesmanship and leadership. To humanize business for Canada's welfare.

TO encourage civic and national loyalty. To create a virile sense and obligation of citizenship. To develop pride and loyalty toward our institutions. To aid in making democracy safe for the world. To appeal effectively to common sense and reason. To perpetuate a healthy, rational public opinion. To popularize sane, social, industrial and economic education. To guard against being a nation of "economic illiterates." To augment amply Canada's production and distribution. To save Canadians from demobilizing their patriotism. To establish nation-wide purpose for Canada's welfare. To make the campaign a credit and honour to all concerned.

"CANADA'S WELFARE"

A Truly National Campaign of Education



HE hour has struck when men are called to look upon the common interests of all and not upon their own selfish aggrandisement. War and strife are to be avoided and abolished. Life is a partnership—a co-operative effort—for the interests of each and all, for the welfare of each only in conjunction with the welfare of all.


On that basis and essential principle this Campaign for Canada's Welfare is built. It is a year's co-operative effort to lift and unite the public mind to a full comprehension of this simple fundamental conception of society.

A year's successful work in this direction may prove such propaganda so important and beneficial, that it will be deemed advisable to continue the effort for a longer period in forms adapted to the needs of the times.

CANADA'S WELFARE WITHIN THE EMPIRE

As the Welfare of Canada is in large measure within the vital needs and interests of the Empire, wherein the problems of post-war re-adjustment are very much the same, it has been suggested that this educational, publicity propaganda should be extended into a British Empire Welfare Campaign.

AND NOW—

IR: *With these impressive facts, opinions and arguments as to the need, the feasibility, and the effectiveness of such an educational, publicity propaganda campaign fully set before you;*

With assurance that it is being wisely organized and that it will be faithfully carried out by an Administration composed of experienced men abundantly qualified for their work;

With the realization that the vital needs of Canada specifically involve the needs of every individual business and interest;

With a lively sense of loyalty and with devotion to the public welfare;

Your personal endorsement, encouragement and support are earnestly solicited, in order to bring into active operation this constructive, national, and patriotic undertaking.

Respectfully submitted,

NATIONAL PUBLICITY, LIMITED

(Administrative Agents)

EMILE M. EMERY

G. WARREN BROWN

Canada, 1919.

Details of the Reading Public of Canada's Welfare Campaign, 1919-1920

*Circulation figures compiled from data supplied by Audit Bureau of Circulation
Association of Canadian Advertisers and Publishers' Statements.*

TOWN	PUBLICATION	PAID CIRC.	TOWN	PUBLICATION	PAID CIRC.
1—Fredericton	Gleaner	6,447	27—Belleville	Brought Forward	851,971
"	Mail	1,500	"	Intelligencer	2,542
2—Moncton	Times	4,157	"	Ontario	1,750
"	Transcript	4,250	28—Brockville	Recorder	4,250
3—St. John	Standard	14,087	29—Kitchener	News Record	3,371
"	Tel. and Times	14,647	"	Telegraph	2,250
"	Globe	4,251	30—Lindsay	Post	2,164
4—Amherst	News	2,059	"	Warder	2,519
5—Halifax	Chronicle & Echo	13,444	31—Niagara Falls	Review	3,000
"	Herald and Mail	12,637	32—Port Hope	Guide	1,000
"	Acadian Recorder	2,000	33—Port Arthur	News Chronicle	4,242
6—Glace Bay	Gazette	5,750	34—St. Catharines	Standard	7,796
7—Sydney	Post	7,033	"	Evening Journal	1,750
"	Record	4,750	35—St. Thomas	Times Journal	9,947
8—Lunenburg	News	500	36—Sarnia	Can. Observer	3,252
9—New Glasgow	News	3,250	37—Sault Ste. Marie	Star	4,000
10—Truro	News	1,195	38—Stratford	Herald	3,014
11—Charlottetown	Guardian	9,589	"	Beacon	3,258
"	Patriot	4,399	39—Toronto	Globe	83,579
"	Examiner	1,500	"	Mail and Empire	70,144
12—Montreal	Gazette	33,531	"	Star	81,034
"	Herald	19,279	"	Telegram	85,829
"	Star	112,331	"	World	30,824
"	La Patrie	21,805	"	Times	43,750
"	Le Devoir	15,261	"	Hebrew Journal	10,000
"	Le Canada	18,591	40—Windsor	Border City Star	12,500
"	La Presse	128,800	41—Woodstock	Sentinel Review	5,602
"	Eagle	12,001	42—Brandon	Sun	4,654
13—Quebec	Telegraph	11,630	43—Winnipeg	Free Press	79,411
"	Chronicle	14,250	"	Telegram	37,775
"	L'Evenement	18,268	"	Tribune	36,639
"	Le Soleil	38,356	44—Regina	Leader	20,517
"	L'Action Cath.	14,055	"	Post	10,820
14—Levis	Le Quotidien	2,500	45—Moose Jaw	News	5,747
15—Sherbrooke	Record	10,252	"	Times	7,098
"	La Tribune	9,538	46—Saskatoon	Star	22,789
16—Brantford	Expositor	8,339	"	Phoenix	10,000
17—Galt	Reporter	3,849	47—Edmonton	Bulletin	12,337
18—Guelph	Mercury	3,127	"	Journal	17,816
"	Herald	3,000	48—Lethbridge	Herald	5,590
19—Fort William	Times-Journal	4,817	49—Medicine Hat	News	2,692
20—Cobalt	Nugget	5,250	50—Calgary	Albertan	15,257
21—Chatham	News	2,492	"	Herald	22,478
"	Planet	2,719	51—Portage La Prairie	Graphic	1,000
22—Hamilton	Herald	18,060	52—Prince Albert	Herald	3,750
"	Spectator	29,912	53—Nelson, B.C.	News	4,989
"	Times	10,750	54—New Westminster	British Columbian	3,000
23—London	Advertiser	44,032	55—Vancouver	Province	51,879
"	Free Press	41,127	"	Sun	20,650
24—Kingston	British Whig	5,866	"	World	17,088
"	Standard	4,948	56—Prince Rupert	Empire	1,250
25—Ottawa	Citizen	28,602	"	News	1,250
"	Journal-Press	23,304	57—Victoria	Colonist	10,567
"	Le Droit	7,421	"	Times	8,885
26—Peterborough	Examiner	2,778	58—Nanaimo	Herald	2,000
"	Review	3,685	"	Free Press	1,250
		851,971	Total of circulation engaged		1,774,515

Total number of readers (basis 4 per paper) 7,098,060.

MAP

showing the audience in
the Dominion-wide field for

CANADA'S WELFARE CAMPAIGN

MAP OF
DOMINION OF CANADA
Showing The Reading Public of
Canada's Welfare Campaign

1913 1920

HERE is the paid audience of Canada's Welfare Campaign—the largest ever gotten together to listen to a patriotic appeal. The circles indicate the group of readers from coast to coast.

The last census shows Canada's population (5 years and over) at 6,319,160. The number of persons who could read was 5,655,707, or slightly over 88%. Raising the age to 6 years and over, the percentage would be just over 92% of the entire population. On the same basis, therefore, out of a population of eight millions there are in Canada

7,360,000 who can read

Each issue of a popular newspaper is read by 4 or 5 different people. Taking the total number of the newspapers bought every day (according to list on opposite page) it is evident there are

7,098,060 who will read





HOW UNIVERSAL READING IS ASSURED FOR THE CAMPAIGN MATTER

AN Extensive Advertising Campaign is built about the subject matter to reach all classes of the reading public. It will employ other issues of the newspapers engaged, as well as special copy in papers not directly associated with the campaign itself.

*Weeklies, Magazines,
Posters, Brochures,
Street Car Cards*

and other recognized advertising media, will contribute their appeals to compel the attention of readers throughout the Dominion.









A
Specimen Newspaper Lay-out of
subject matter with illustrations
(actual size for 8-column paper)
for

CANADA'S
WELFARE
CAMPAIGN

(PRINTED ON ACTUAL NEWS PAPER)



VPHELD AND
ENHANCED

THE CANADIAN

OUTLINE OF THE CAMPAIGN ORGANIZATION

THE Campaign will command and employ the most capable talent and ability carefully supervised, to obtain the most efficient execution of the work. This does not preclude, however, the participating factors from taking an active interest by advice and suggestion, by supplying news or facts, or by granting information upon request, so that every phase of our Canadian Life and business may be represented during the course of the Campaign.

How We Get There

TRANSPORTATION WELFARE
The campaign and development of industries are intimately connected with transportation facilities. As a result, the campaign is dependent upon a large body of transportation people. The general development of transportation in Canada is relatively large compared with such history in other large countries.

A competent series on Canada's Transportation Welfare is very timely and vital, when we are striving for the development, production, and distribution necessary to bear easily and promptly our burden of war-created obligations. Topics under this head might include such as these:

Why the C. P. Ry.

The Requisites of Superior Service.

Public Ownership and Operation—Its Lessons.

Inland Waterways and Transportation.

Shipbuilding and Merchant Marine.

Proposed New Railways.

Modern Motor Transport.

Transport by Air Routes.

Tourists and Travel.

Hudson Bay Outlets.

Peace Valley Extensions.

Equalized Tariff Rates for Residents of Life.

Topics for treatment here include:

Agricultural Areas, Developed and Available.

Reforms in Land Legislation and Distribution.

Forests and Conservation.

Lumber and Pulpmong, Domestic and Export.

Water-Powers, Developed and Available.

Mining—Coal and Metals.

Fisheries—Deep Sea and Inland.

—

The Returned Patriot

Among the most important post-war obligations is the adequate provision for our returned Military men who loyally devoted themselves at risk of life and limb to the nation's call. Regardless of any question regarding our obligations toward the war men who responded by choice or by selection to the nation's call, it is a well-known fact that the men who have returned from the war are not only physically and mentally exhausted, but also financially and socially. They are in need of the most efficient and most practical means of rehabilitation.

with this subject in Canada's Welfare Campaign. Some of the topics are here suggested:

Civil and Political Recognition.

Return to their Old Jobs.

—

Industry and Other Training

Insurance against Firm Employment. Sickness and Old Age.

Fair and Unfair Demand: Favors and Preferences.

Provision of Work: Soldier's Land Settlements (Compare Plans of Other Nations).

Rural Social Life Provisions.

—

Mr. John Canuck, Farmer

AGRICULTURAL WELFARE

Where it is manifest that primarily Canada is an agricultural country and after that, whatever else it may be consistently, no argument is needed for giving Agriculture first place among the subjects of Canada's Welfare Campaign. It has been well said that Canada's agricultural product can meet

largest possible production, and the cultivation of the widest possible export market.

Canada's Welfare Campaign is to render helpful service to this important industry in its relation to National Welfare.

Canada's Pulp and Paper Industry

As a most important branch of our wood product industry, Canada's Welfare Campaign will devote to it all deserved attention.

Canada's Wood-working Industries.

These already extensive industries deserve still further increase and enlargement. This wood-working branch includes:

Household Furniture Factories.

Office and Factory Furnishing Factories.

Wood Trench Factories.

Wooden Toy Factories.

Carrriage Factories.

Boat and Ship-Building Plants.

—

When All's Well

Business Confidence

WE want good business—business confidence and a stable, unshaking currency, and favorable transportation conditions. We need intelligent understanding of one another with consequent co-operation. We require government encouragement and supervision, such as is necessary to obtain the largest possible production, and to check or prevent unfair methods of competition. We desire full exposure of business as a necessary public service, deserving the considerate respect and loyal support of the people.

So shall suspicion and fear be banished and confidence and courage established. We shall not only feel that "all's well," but we shall know it positively.

Of decided importance is a series of articles and a collection of facts to show adequate reasons for instant and perpetual progress throughout the Dominion.

—

Go West

WELFARE AND THE WEST

The West comprises not only the vast area of Canada, it contains the chief agricultural resources of the country. The growth of this region is almost phenomenal. It has been the goal of ambitious settlers—the mecca of the sons of the soil. They have come from near and far—people of many lands, but chiefly Americans—many of them not too sympathetic with our British Canadian policy of civilization and government.

At heart they seek the Welfare of Canada, their newly chosen home. They only need enlightenment as to the ideals, the true liberties and opportunities here offered, to constitute themselves among the best of our citizens.

And they have much to teach us as well as to learn from Canada's Welfare.

These Campaigns are so much effective and to the Welfare of the East and the West and all the Dominion.

Some topics suggested include:

Its Growth and Influence.

Its Counteraction of Undue Industrial and Commercial Legislation.

Return to their Old Jobs.

—

Scrap of Paper: Wood Industries

Here is one of the most natural industries of Canada, with a vast forest, still extensively unexplored. Much of it is wasted, and the need of the direct use of this product of Canada is

Particularly in the United States, where they have been prodigal in their use, and heedless in their conservation of timber supplies, are becoming yearly more dependent upon Canada for lumber.

This industry is to be fostered and encouraged, as given every reasonable encouragement for the

—

Grist From The Mill

OUR MILLING WELFARE

As a great wheat and cereal growing country, Canada naturally has developed extensive and successful milling plants for supplying the home demands and for an increasing output for the foreign market.

Having first call upon the hardy, superior grains of the Canadian fields, our milling products show a corresponding excellence, and command a favorable export price.

The service and works of this industry to Canada needs to be better understood to be appreciated.

While under the tremendous abnormal demands and turnover during the war period, all these have thrived, no undue profits appear to have been made—the extra earnings being simply inevitable from the greater volume of business in war-time.

Canada's Welfare Campaign is to give a true diagnosis of this vital industry, and set the facts clearly before the people for their intelligent estimate and verdict as to its legitimate conduct.

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What About Banking?

FINANCIAL WELFARE

Particular pride is felt by all Canadians in understanding their Dominion banking system. All the people should be well-informed on the subject of Canadian banking and finance—a subject which has never been couched in popular language to interest everybody. Topics under this head will embrace the following and many others:

Evolution of the Present Banking and Finance System.

Advantages and Defects.

Reforms and Improvements.

Favorable Financing for Farmers.

Exchange with Other Divisions of Empire.

Exchange with The United States.

Exchange with the Continental Europe and South America.

Thrift and Savings.

—

What Shall We Build?

WELFARE IN PUBLIC WORKS

Public works are always of interest to the people. All sections and classes are out after them. In relation to post-war reconstruction, public works take on a very special importance. They alleviate the ills of unemployment and improve the lives of the people that the government has a duty to provide for in times of peace and war.

Such works are particularly felicitous for the use, the enjoyment and the well-being of the people generally. Topics here should include such as:

Public Works Under Way and Projected.

Reports from Heads prepared in Harmony with the Campaign.

Needed Public Works.

Improved National and Provincial Highways.

Municipal Cold Storage and Markets.

—

THE WELFARE



IN this central part featured in picture as a whole. This is the relation existing between the dependence of each TRANSPORTATION, as a model to show the Agriculture, Industry, Resources, Finance, Mining, etc., etc. Sub-topical treat appear in due course of constitute the leading world is merely suggestive of the world. The subjects are served to indicate the effective appeal. Every article, while completing all stages of the Campaign, is Canada's Welfare Campaign.

THIS is the most important part of the world is going to be the part that will emerge most successful. A new thought is to be brought in between any special classes of society. Canada's Welfare Campaign is to show the between them all and society. A few timely topics under this head. Actual and Proposed Solutions. Industrial Councils. Profit-Sharing Methods. Strikes and Lock-outs. Collective Bargaining. What is a Fair Living Wage? The Welfare Week. Women in Industry.

THE WELFARE



A'S WELF

HONORARY PATRONS

NATIONAL EXECUTIVE COMMITTEE

ADVISORY COMMITTEE

EDITORIAL STAFF

HON TREASURER



nel each week, throughout the period of the campaign, will be e form one of the interests, whose welfare is vital to the country done in order to demonstrate to the reading public the intimate een all the principal factors that make up our national life, and upon the other.

which is featured in the above picture panel is selected merely he mode of treatment. Subjects thus to be specialized include y, Labor, Transportation, Manufacture, Commerce, Natural ning, Education, The Provinces, The Municipalities, The Empire, eatment of every phase of the general subjects and interests will of the Campaign—some of which may be important enough to weekly feature.

THIS TWO-PAGE SETTING

he method employed in treatment of the diversified campaign matter. the public in plain pithy, popular style. The Captions on these two pages al employed to reach the public mind.

lete in itself, will whet the appetite for further information—the aim at being to educate without tiring, to instruct without prejudice. In short, igh will create an enlightened state of the public mind.

HARMONIOUS RELATIONS

CANADA'S CAPITAL AND LABOUR WELFARE

at single post-war problem. A great business authority declares "The nation that dominates the nation that brings about harmonious relations between capital and labour." It is such a nation essfully from the war-disturbed conditions.

in that the interests of the public must be taken into consideration in all actions and dealings iety.

aid in ascertaining the just relations between labour and capital, between workers and employers, y at large, or the community of which they are only parts.

Child Labour. Convict Labour.
Labour Representation in Govern-
ment.
The Good and Bad in Labour Unions.
The True Relation between Labour
and Capital.
The Royal Commission on Industrial
Unrest.

The General Industrial and Business
Council.
General Effects of the War on Indus-
tries.
Industrial Modifications.
Industrial Efficiency.
War Created Industries.
Scientific Industrial Research.



ARE OF EACH AND ALL

PALE

SUPPORTED
AND ALL
& PERFECTED

THE CAMPAIGN COMMITTEE

A GENERAL Campaign Committee, from among the participating factors, will fully represent all sections and interests in Canada. These eminent men will constitute advisory exponents of the campaign in their respective localities. The personnel of this general Committee will be composed of the leaders from every class, party, race and interest, so that, organized thus, the Campaign can never be considered a class movement or association.

An Iron Will and Arm of Steel OUR IRON AND STEEL INDUSTRY

Considerable development has been attained in this field, and meeting the competition of the British and the American plants.

Iron ore is being mined and new deposits are being located. Coal is being discovered in increasing quantities and its adaptive quality to facilitate the iron and steel manufacture in Canada.

The industry is specializing in varied branches and products, looking toward a more complete supply of the home market and an entrance measurably into certain foreign markets. Canada's Welfare Campaign will provide extended treatment for his growing industry in its relation to national well-being.

On Canada's Wings

CANADA'S WELFARE IN THE AIR

The latest science is man's conquest of the air and the control of highways of the sky. The peace period following the war finds us long way from mere experiment and pleasure excursions above the clouds.

A strong and mighty arm for military blows has at its dawn. It has discovered its use for delivering something better than the missiles of war. It has power to bear important message or precious aid swifter than the wind to meet as never before many of the exigencies of our modern life.

Canada's Welfare is knit up with other nations in the development and utilization of this new science of transportation. Already it is poised to survey pioneer regions in advance of the foot of the explorer and settler-to aid in discovery and in the oversight of the nation's remotest domains. As for eagle ears and rights what is the welfare of his brood, so flying man in his last transportation wonder is to view for human welfare from on high every nook and corner of earth's "promised land."

Situate between the United States and the Old World, the outreaching coast of Canada serves a natural station and supply depot for the aerial highway between the Continents.

Canada's Welfare Campaign with up-to-date publicity very logically will assist this latest science of aeronautics.

The Eagle Flies North AMERICAN CAPITAL AND CANADA'S WELFARE

Two vital needs of a new, undeveloped country are people and capital. Labor alone can win much hardship, wrest a livelihood out of primitive nature. But, with ample capital, labor can win easily and lavishly.

Canada has long needed and readily obtained outside capital from Europe and America. But following the war, these conditions have changed.

The financial center has served since of moving from London to New York. The best European standards of currency at present moment are at a big discount, and American money at a corresponding premium. European capital, on abundant, is now scant and needed at home, or available graciously only for indispensable imports. Hence, more than ever, the United

States must be depended upon as a chief source of our foreign capital supply. And fortunately for Canada, it is there in limitless volumes, seeking satisfactory outlets. It is the time for Canada to cultivate American capital on the most favorable terms and on the largest amount possible for this period of its war expansion.

As an aid to this, and toward all other desirable dealings with Americans, Canada's Welfare Campaign very naturally is welcome. A few topics under this head include such as follows:

American Capital for Canadian Loans (Bond issues of all kinds)
American Purchase of Canadian Stocks
American Investments in Canadian Enterprises
American Branch Industries in Canada
Openings and Prospects for Other Branch Industries

Its Grain Elevator System
Its Projected National Cold Storage, etc.

Toronto, Canada's Central Capital of Commerce.

The Great Banking and Insurance Headquarters
The Home of Extensive Manufacturing and Sales Agencies
Winnipeg: Canada's Prairie Metropolis.

Growth and Population.
Powerful Influence on Western Canada and widely beyond the border

Quebec: Queen of the Province of Quebec.
Her Growth and Importance.
Her Expansion with C.N.Ry. and Quebec Stocks

Her Relation to Provincial Development
Her Relation to Northern Quebec
Ottawa: The Federal Capital

Halifax and St. John: Canada's Atlantic Ports.

In The Provinces WELFARE OF EACH AND ALL

The various provinces have their special significance, their vital interests and their helpful influence in relation to Canada's Welfare. Here is afforded a most excellent opportunity for making known to themselves, their resources and needs, better known, each to the other, and for uniting them in a healthy and friendly rivalry of purpose and plans for post-war readjustment and progress.

While seeking naturally their own advancement, the sense of a solidarity as a nation is certain to be intensified, and a deferential disposition developed toward the larger welfare of the Dominion. A growing realization of Canada's place and destiny as a unified people must result—merging all local disparities and surmounting all barriers that hamper the Welfare of each and all. The ten indispensable areas and populations—Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, Saskatchewan and Yukon—shall make together the proud history of Canada to shine amid the annals of Twentieth Century Civilization.

Trimming The H.C.L.

Witnesses before the recent investigation of industrial unrest attributed the chief cause to the unbearable high cost of living. All kinds of opinions prevailed regarding the causes and the methods of cure.

It will be within the scope of Canada's Welfare Campaign to aid in a careful, calm and sane study of this vexing problem, and to promote the earliest possible solution and the patient pacification of the people.

Topics to be considered under this head are:
Causes and Cure.
The Question of Price Control
Improved Methods of Distribution.
Socialized Superfluous Costs.
Middlemen and Wages
Cheapened Transportation.
Increased Production.
Profit-sharing and Legitimate Profits.
Scientific Research for Costs of Vital Necessities.

Links of Empire

It is now a question of imperialism, unified or federated empire, or independence, nationalism, segregation and independence. As Canada's Welfare Campaign stands for unifying the Dominion in all her interests and progress, so may her interests stand for unification and harmonization of all Dominion interests and mutual status for each and following are in order of consideration discussion.

A Federal Parliament.
Citizenship and Naturalization.
Military and Naval Defence.
Labor Legislation (Defence)
Foreign Money Exchange
Uniform Currency.
Trade Preference
Imperial Free Trade
Imperial Customs Union
A Uniform and Just Transportation System.
Patent, Trade mark and Copyright Laws
Civil, Criminal Codes within the Empire

UNITED WE STAND

Canada's Commercial Bodies

THESE include all commercial bodies, local and national, general or special, organized for certain narrow and specific interests and aims as hereinafter enumerated.

They are to be brought together in a common purpose for public weal in Canada's Welfare Campaign, seeking to discover their own relation to each other and to the public, and to the end of mutual toleration and respect.

Here are included such as:

The Grain Growers' Association
The Manufacturers' Association
The Boards of Trade
The Chambers of Commerce
Etc., Etc., Etc.

Where We Live URBAN WELFARE

Although a young and rural country, Canada is developing some cities of considerable magnitude relatively, which very naturally occupy as usual a vital relation to the industrial, commercial, and social welfare of the country.

These larger Canadian cities are widely distributed, but they have common interests, and are formally united in an association known as the "Union of Canadian Municipalities," which holds annual meetings in the various cities for the discussion of municipal problems, and the interchange of helpful ideas.

There is no need to encourage city growth. The need of Canada is more "back to the land," and rural development, and improving the social life of the less populous parts of the Dominion. While Canada's Welfare Campaign has to do with general municipal problems, it is especially concerned with its characteristic position and part in the natural regime will be dealt with in a manner to make its service and its value better known and appreciated for its contributions to public welfare.

Montreal, Canada's Metropolitan Port

Its expanding Wharfed and Docking Facilities.

Halifax, the Deep Sea Eastern Terminal.
Halifax Manufactures and Commerce.

St. John, the Near Eastern Port
St. John Industries
Vancouver, Victoria and Prince Rupert; Canada's Pacific Ports

Vancouver leads every city in the Western World for her growth since 1900.

Her Commercial and Industrial Importance
Her Relation to American Coast Cities
Victoria, The Western Gate
The Capital of B.C.
Prince Rupert, The Transcontinental Pacific Terminal.

Buried Treasure MINING WELFARE

Here is one of Canada's greatest natural resources, the surface of which has scarcely been scratched as yet. Coal, Petroleum, and Minerals, are being discovered in larger quantities and wider distribution, which achievements the demands and impulses of the near future are sure to outstrip.

Canada is already distinguished by her Cobalt mines, her Nickel mines, her Asbestos mines, and now her Gold mines are becoming more extensive.





